LEO BURNETT COMPANY, Inc.
Printed in U.S.A.

It works like a cigarette holder works.

The tip of a Parliament works like a cigarette holder works.

It has a sturdy outer shell that keeps the filter tucked back from your lips. Neatly recessed.

So you never taste filter, just good clean Parliament flavor.

The Parliament holder.

It really shines.

King-Size and Charcoal 100's.

Kings: 16 mg. "tar". 1.0 mg. nicotine-100's: 18 mg. "tar", 1.3 mg. nicotine av. per cigarette, FTC Report Nov. '70

Source: https://www.industrydocuments.ucsf.edu/docs/xxln0003
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